

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

CF V 3

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
		V3 Comment Changed, Rate Changed										
	*2	W-F,M	630A-7A	NEWS	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
		V3 Comment Changed, Rate Changed										
	*3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
		V3 Comment Changed, Rate Changed										
	*4	SU	630P-7P	NEWS	:30	\$450.00	09/09-09/09	1	1	1	\$450.00	
		V3 Comment Changed, Rate Changed										
	*5	W-F,M	6P-630P	NEWS	:30	\$500.00	09/05-09/10	4	1	4	\$2,000.00	
		V3 Comment Changed, Rate Changed										
	*6	W-F,M	7P-730P	INSIDE	:30	\$400.00	09/05-09/10	4	1	4	\$1,600.00	
		V3 Comment Changed, Rate Changed										
	*7	W-F,M	730P-8P	ET	:30	\$400.00	09/05-09/10	4	1	4	\$1,600.00	
		V3 Comment Changed, Rate Changed										

Rep Order# 9810509 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 53976

Printed: 09/04/2012 3:05 PM
Last Received: 09/04/2012 12:50 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
		V3 Comment Changed, Rate Changed										
	*9	W-M	11P-1135P	NEWS	:30	\$800.00	09/05-09/10	6	1	6	\$4,800.00	
		V3 Comment Changed, Rate Changed										
	*10	M	7P-10P	BENGALS	:30	\$5,000.00	09/10-09/10	1	1	1	\$5,000.00	
		V3 Added										
	*11	W-F,M	1235A-135A	LATE LATE	:30	\$60.00	09/05-09/10	2	1	2	\$120.00	
		V3 Added										
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	2	1	2	\$800.00	
		V3 Added										
	*13	W-F,M	430P-5P	NEWS	:30	\$300.00	09/05-09/10	1	1	1	\$300.00	
		V3 Added										

---REPORT TOTALS---

Report Totals: 41 / \$19,670.00

---SALES MONTHLY TOTALS---

Sep 12: 41 / \$19,670.00
Sales Totals: 41 / \$19,670.00
Station Totals: 41 / \$19,670.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Rep Order# 9810509 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 53976

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Books null
Demos RA35+

1 of 3

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-ALL CHANGES OK PER BUYER. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/05-09/10	4 P3	1	4	\$500.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*2	W-F,M	630A-7A	NEWS	:30	\$250.00	09/05-09/10	4 P3	1	4	\$1,000.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/05-09/10	4 P3	1	4	\$500.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*4	SU	630P-7P	NEWS	:30	\$450.00	09/09-09/09	1 P3	1	1	\$450.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*5	W-F,M	6P-630P	NEWS	:30	\$500.00	09/05-09/10	4 P3	1	4	\$2,000.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*6	W-F,M	7P-730P	INSIDE	:30	\$400.00	09/05-09/10	4 P3	1	4	\$1,600.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										

Rep Order# 9810509 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 09/04/2012 1:32 PM
Last Received: 09/04/2012 12:50 PM
Showing Buylines: All Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*7	W-F,M	730P-8P	ET	:30	\$400.00	09/05-09/10	4 P3	1	4	\$1,600.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	4 P3	1	4	\$1,000.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*9	W-M	11P-1135P	NEWS	:30	\$800.00	09/05-09/10	6 P3	1	6	\$4,800.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*10	M	7P-10P	BENGALS	:30	\$5,000.00	09/10-09/10	1 P4	1	1	\$5,000.00	
		Sales Remark: V3 ADD										
		V3 Added										
	*11	W-F,M	1235A-135A	LATE LATE	:30	\$60.00	09/05-09/10	2 P3	1	2	\$120.00	
		Sales Remark: V3 ADD										
		V3 Added										
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	2 P3	1	2	\$800.00	
		Sales Remark: V3 ADD										
		V3 Added										
	*13	W-F,M	430P-5P	NEWS	:30	\$300.00	09/05-09/10	1 P4	1	1	\$300.00	
		Sales Remark: V3 ADD										
		V3 Added										

W-74

---REPORT TOTALS---

Rep Order# 9810509 Ver# 3 Status Revised
EC'd No

Traffic Order#

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Showing Buylines: All Lines

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Report Totals: 41 / \$19,670.00

---SALES MONTHLY TOTALS---

Sep 12: 41 / \$19,670.00
Sales Totals: 41 / \$19,670.00
Station Totals: 41 / \$19,670.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null
Demos RA35+

Rep Order# 9810509 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/04/2012 11:46 AM
Last Received: 09/04/2012 11:24 AM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F,M	7A-8A	EARLY SHW	:30	\$190.00	09/05-09/10	4	1	4	\$760.00	---
	2	W-F,M	630A-7A	NEWS	:30	\$325.00	09/05-09/10	4	1	4	\$1,300.00	
	3	W-F,M	8A-9A	EARLY SHW	:30	\$190.00	09/05-09/10	4	1	4	\$760.00	
	4	SU	630P-7P	NEWS	:30	\$550.00	09/09-09/09	1	1	1	\$550.00	
	5	W-F,M	6P-630P	NEWS	:30	\$650.00	09/05-09/10	4	1	4	\$2,600.00	
	6	W-F,M	7P-730P	INSIDE	:30	\$650.00	09/05-09/10	4	1	4	\$2,600.00	
	7	W-F,M	730P-8P	ET	:30	\$750.00	09/05-09/10	4	1	4	\$3,000.00	
	8	W-F,M	1135P-1235A	LETTERMAN	:30	\$375.00	09/05-09/10	4	1	4	\$1,500.00	
	9	W-M	11P-1135P	NEWS	:30	\$1,100.00	09/05-09/10	6	1	6	\$6,600.00	

---REPORT TOTALS---

Rep Order# 9810509 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/04/2012 11:46 AM
Last Received: 09/04/2012 11:24 AM
Showing Buylines: All Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
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Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Report Totals: 35 / \$19,670.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$19,670.00
Sales Totals: 35 / \$19,670.00
Station Totals: 35 / \$19,670.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null
Demos RA35+

Spot Manager: All, 09/05/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Sherrod Brown for Senate

Agency: Shorr Johnson Magnus

Station: WKRC-TV

Order: 53876

Line: 1

09/05/12	Wednesday	7:59:11 AM	:30	\$125.00		CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE		P-3	1	MWASH
09/06/12	Thursday		:30	\$125.00		CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE		P-3	4	MWASH
09/07/12	Friday		:30	\$125.00		CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE		P-3	3	MWASH
09/10/12	Monday		:30	\$125.00		CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE		P-3	2	MWASH
											4	
											\$500.00	

Line: 2

09/05/12	Wednesday	8:35:10 AM	:30	\$250.00		6a Good Morn Cincinna	6:30:00 AM-7:00:00 A	BROWN 4 SENATE		P-3	1	MWASH
09/06/12	Thursday		:30	\$250.00		6a Good Morn Cincinna	6:30:00 AM-7:00:00 A	BROWN 4 SENATE		P-3	3	MWASH
09/07/12	Friday		:30	\$250.00		6a Good Morn Cincinna	6:30:00 AM-7:00:00 A	BROWN 4 SENATE		P-3	4	MWASH
09/10/12	Monday		:30	\$250.00		6a Good Morn Cincinna	6:30:00 AM-7:00:00 A	BROWN 4 SENATE		P-3	2	MWASH
											4	
											\$1,000.00	

Line: 3

09/05/12	Wednesday	8:37:50 AM	:30	\$125.00		CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	4	MWASH
09/06/12	Thursday		:30	\$125.00		CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	3	MWASH
09/07/12	Friday		:30	\$125.00		CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	2	MWASH
09/10/12	Monday		:30	\$125.00		CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	1	MWASH
											4	
											\$500.00	

Line: 4

09/09/12	Sunday		:30	\$450.00		630p Local 12 News Su	6:30 PM-7:00 PM	BROWN 4 SENATE		P-3	1	MWASH
											1	
											\$450.00	

Line: 5

09/05/12	Wednesday	6:19:17 PM	:30	\$500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-3	4	MWASH
09/06/12	Thursday		:30	\$500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-3	3	MWASH
09/07/12	Friday		:30	\$500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-3	2	MWASH
09/10/12	Monday		:30	\$500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-3	1	MWASH
											4	
											\$2,000.00	

Line: 6

09/05/12	Wednesday	7:28:34 PM	:30	\$400.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-3	4	MWASH
09/06/12	Thursday		:30	\$400.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-3	1	MWASH
09/07/12	Friday		:30	\$400.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-3	2	MWASH
09/10/12	Monday		:30	\$400.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-3	3	MWASH
											4	
											\$1,600.00	

Line: 7

09/05/12	Wednesday	7:43:52 PM	:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-3	4	MWASH
09/06/12	Thursday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-3	3	MWASH
09/07/12	Friday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-3	2	MWASH
09/10/12	Monday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-3	1	MWASH
											4	
											\$1,600.00	

Line: 8

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 53876												
Line: 8												
09/05/12	Wednesday	2:12:00 XM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	2	MWASH
09/06/12	Thursday		:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	4	MWASH
09/07/12	Friday		:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	3	MWASH
09/10/12	Monday		:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	1	MWASH
											\$1,000.00	4
Line: 9												
09/05/12	Wednesday	11:34:00 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	5	MWASH
09/06/12	Thursday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	6	MWASH
09/07/12	Friday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	2	MWASH
09/08/12	Saturday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	4	MWASH
09/09/12	Sunday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	1	MWASH
09/10/12	Monday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	3	MWASH
											\$4,800.00	6
Line: 10												
09/10/12	Monday		:30	\$5,000.00		Bengals Regular Seaso	7:00 PM-10:00 PM	BROWN 4 SENATE		P-4	1	MWASH
											\$5,000.00	1
Line: 11												
09/07/12	Friday		:30	\$60.00		M-Fri LF Rotator	12:35 XM-1:35 XM	BROWN 4 SENATE		P-3	1	MWASH
09/10/12	Monday		:30	\$60.00		M-Fri LF Rotator	12:35 XM-1:35 XM	BROWN 4 SENATE		P-3	2	MWASH
											\$120.00	2
Line: 12												
09/07/12	Friday		:30	\$400.00		5p Billboard	5:30 PM-6:00 PM	BROWN 4 SENATE		P-3	2	MWASH
09/10/12	Monday		:30	\$400.00		5p Billboard	5:30 PM-6:00 PM	BROWN 4 SENATE		P-3	1	MWASH
											\$800.00	2
Line: 13												
09/05/12	Wednesday	11:36:06 PM	:30	\$300.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	BROWN 4 SENATE		P-4	1	MWASH
											\$300.00	1
											\$19,670.00	41
											\$19,670.00	41
											\$19,670.00	41
											\$19,670.00	41
											\$19,670.00	41
											\$19,670.00	41

[Filtered by:] [Sorted by: Station]